



STATE OF DELAWARE
OFFICE OF HIGHWAY SAFETY
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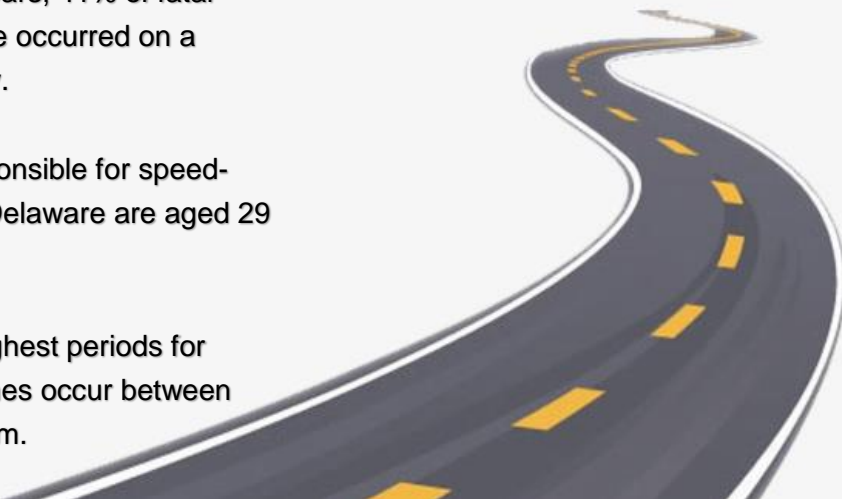
To: Corporate Partners
From: Amanda Horton, Corporate Partner Outreach Coordinator
Date: January 2, 2020
Re: January Speed - Traffic Safety Newsletter



We all know the frustrations of modern life and juggling a busy schedule, but speed limits are put in place to protect all road users. The roads are wet and icy this time of year, and if you choose to speed, it may result in an unexpected tragedy. Please view and use the following information to learn why faster doesn't mean safer.

Speeding is deadly, and never a good idea. Don't step on it like Stu. Allow extra time when driving to ensure you don't have to rush anywhere. In the event you are running late, keep in mind it is always better to arrive alive and a couple minutes late, then it is to be involved in a car crash. Nothing should come between the safety of yourself or other travelers on the road. In 2018, speeding was a contributing factor in 33% of all fatal crashes in the State of Delaware.

- Over the last five years, 41% of fatal crashes in Delaware occurred on a Saturday or Sunday.
- 57% of drivers responsible for speed-related crashes in Delaware are aged 29 or younger.
- In Delaware, the highest periods for speed-related crashes occur between 9:00 pm and 3:00 am.



**More than 190 people
in Delaware have
died in speed-related
crashes since 2012.**



What do you need to know?

Speeding is more than just breaking the law. The consequences are far-ranging:

- Greater potential for loss of vehicle control
- Reduced effectiveness of occupant protection equipment
- Increased stopping distance after the driver perceives a danger
- Increased degree of crash severity leading to more severe injuries

The economic implications of a speed-related crash can be extremely high.

What should I do if someone else is speeding?

In situations that are beyond our control, it can be hard to know exactly how to react safely. If you are in the left lane and someone wants to pass, move over when it is safe to do so and let them by. If a speeding driver is tailgating you, it doesn't mean that you, too, should speed up. If this occurs, use your judgment to safely steer your vehicle out of the way. Drivers who are speeding can easily lose control of their vehicles. If you believe someone is endangering others on the road, you should call 911 to report it to the police.



Please take this month's mailing of posters and flyers and display them in areas for employees and customers to see and learn.

Be on the lookout for upcoming campaigns!

- Senior Drivers - February 2020

For more information and tools, please visit arrivealivede.com or call our office at (302) 744.2740.

Please continue to share our safety messaging on your social media platforms and email Amanda.Horton@Delaware.Gov with any updated information about your organization. Find us on Facebook, Twitter, and Instagram at @HighwaySafetyDE. We also ask that any of our partners that previously received materials in a monthly mailing please recycle and re-use them. Thank you!